



Flight Dates 01/12/12-01/23/12

Contract / Revision 646439 /

Original Date / Revision

01/11/12 01/11/12

Advertiser American Petroleum Institut

Agency Strategic Media Services

Buying Contact

3299 K Street NW Suite 200
Washington, DC 20007

Product

API TARGET 2012

Agency Com 15%

Billing Contact

3299 K Street NW Suite 200
Washington, DC 20007

Sales Office T-WAS

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 05960390

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY GEN POL

Product Codes IS-Issue/Non

Priority P-5

Advertiser Ref

Primary Account Executive
Justin Votta

Account Executive	Order%	Start Date	End Date
Justin Votta	100%		

Order Share 15% Market Value 518666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBDC	%	0
WDCA	%	0
WJLA	27%	140040
WMDO	%	0
WPXW	%	0
WRC	40%	207466
WTTG	18%	93360
WWPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
January 2012	38	\$66,130.00	\$77,800.00	0.00	12/26/11	01/23/12	38	\$66,130.00	\$77,800.00
Totals	38	\$66,130.00	\$77,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUSA	01/12/12	01/13/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---TF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/09/12	01/15/12	---TF--					2	\$375.00		0.00			
E 2	WUSA	01/16/12	01/20/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$375.00	P-5	0.00	NM	5	\$1,875.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/16/12	01/22/12	MTWTF--					5	\$375.00		0.00			
E 3	WUSA	01/15/12	01/22/12	Platts Energy Wk Open 6M Platts Energy Wk Open B		Sun 8-830a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser American Petroleum Institu Product API TARGET 2012

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WUSA	01/15/12	01/22/12	Platts Energy Wk Open 8M Platts Energy Wk Open B	CM	Sun 8-830a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	-----S		1				\$1,500.00		0.00			
		Week: 01/16/12	01/22/12	-----S		1				\$1,500.00		0.00			
E 4	WUSA	01/15/12	01/22/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	-----S		1				\$1,600.00		0.00			
		Week: 01/16/12	01/22/12	-----S		1				\$1,600.00		0.00			
E 5	WUSA	01/15/12	01/22/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$14,000.00	P-4	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	-----S		1				\$14,000.00		0.00			
		Week: 01/16/12	01/22/12	-----S		1				\$14,000.00		0.00			
E 6	WUSA	01/17/12	01/19/12	9 News @ 5p 9 News @ 5p	CM	5-6p (5:00 PM-5:30 PM)	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/16/12	01/22/12	-T-T---		2				\$400.00		0.00			
E 7	WUSA	01/12/12	01/13/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---TF--	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	---TF--		2				\$600.00		0.00			
E 8	WUSA	01/16/12	01/20/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/16/12	01/22/12	MTWTF--		5				\$600.00		0.00			
E 9	WUSA	01/13/12	01/13/12	CBS Evening News CBS Evening News	CM	630-7p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	----F--		1				\$1,800.00		0.00			
E 10	WUSA	01/16/12	01/19/12	CBS Evening News CBS Evening News	CM	630-7p (6:28 PM-6:30 PM)	MT-T---	:30	3	\$1,800.00	P-5	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/16/12	01/22/12	MT-T---		3				\$1,800.00		0.00			
E 11	WUSA	01/12/12	01/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p (11:00 PM-11:30 PM)	---T--S	:30	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	---T--S		2				\$1,600.00		0.00			
E 12	WUSA	01/17/12	01/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p (11:00 PM-11:30 PM)	-TWTF-S	:30	5	\$1,600.00	P-3	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/16/12	01/22/12	-TWTF-S		5				\$1,600.00		0.00			
E 13	WUSA	01/15/12	01/22/12	Sun Prime A 60 Minutes	CM	7-8P (7:00 PM-8:00 PM)	-----S	:30	1	\$7,500.00	P-3	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/09/12	01/15/12	-----S		1				\$7,500.00		0.00			



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Order Sep 00:15:00

Advertiser **American Petroleum Institu** Product **API TARGET 2012**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 13	WUSA	01/15/12	01/22/12	Sun Prime A 60 Minutes	CM	7-8P (7:00 PM-8:00 PM)	-----S	:30	1	\$7,500.00	P-3	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/16/12	01/22/12	-----S					1	\$7,500.00		0.00			
E 14	WUSA	01/23/12	01/23/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/23/12	01/29/12	M-----					1	\$375.00		0.00			
E 15	WUSA	01/23/12	01/23/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/23/12	01/29/12	M-----					1	\$600.00		0.00			
E 16	WUSA	01/23/12	01/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p (11:00 PM-11:30 PM)	M-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/23/12	01/29/12	M-----					1	\$1,600.00		0.00			
Totals														38	\$77,800.00

REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	SPOT 18/	STATION CD	CD	SC#	23/	SPOT /LIN
4		SUN	900A-1030A			30	01/15	01/15					1	\$1,600.00					1
4		SUN	900A-1030A			30	01/22	01/22					1	\$1,600.00					1
PROGRAM : SUNDAY MRN-CBS																			
5		SUN	1030A-1100A			30	01/15	01/15					1	14000.00					1
5		SUN	1030A-1100A			30	01/22	01/22					1	14000.00					1
PROGRAM : FACE THE NATION																			
6		TU,TH	500P-530P			30	01/17	01/19					2	\$400.00					2
PROGRAM : 9NEWS AT 5PM																			
CON COM1: 1X/DAY																			
7		TH-F	600P-630P			30	01/12	01/13					2	\$600.00					2
PROGRAM : 9NEWS AT 6PM																			
CON COM1: 1X/DAY																			
8		M-F	600P-630P			30	01/16	01/20					5	\$600.00					5
PROGRAM : 9NEWS AT 6PM																			
CON COM1: 1X/DAY																			
9		FRI	630P-700P			30	01/13	01/13					1	\$1,800.00					1
PROGRAM : CBS EVENING NEWS ADJ																			
10		M-TU,TH	630P-700P			30	01/16	01/19					3	\$1,800.00					3
PROGRAM : CBS EVENING NEWS ADJ																			
CON COM1: 1X/DAY																			
11		TH,SU	1100P-1130P			30	01/12	01/15					2	\$1,600.00					2
PROGRAM : 9EWN NEWS-TONITE																			
CON COM1: 1X/DAY																			
12		TU-F,SU	1100P-1130P			30	01/17	01/22					5	\$1,600.00					5
PROGRAM : 9EWN NEWS-TONITE																			
CON COM1: 1X/DAY																			

REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN 16/	PLAN PRICE	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS ;
13	SUN		700P-800P			30	01/15	01/15					1	\$7,500.00				1
13	SUN		700P-800P			30	01/22	01/22					1	\$7,500.00				1
PROGRAM : 60 MINUTES-CBS																		
14	MON		600A-700A			30	01/23	01/23					1	\$375.00				1
PROGRAM : 9NEWS NOW@6AM																		
15	MON		600P-630P			30	01/23	01/23					1	\$600.00				1
PROGRAM : 9NEWS @6PM																		
16	MON		1100P-1130P			30	01/23	01/23					1	\$1,600.00				1
PROGRAM : 9NEWS-TONIGHT																		
JAN/12 77800.00															CONTRACT TOTAL			
															TOTAL SPOTS			
															77800.00			
															38			

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Neil Williams
do hereby request station time concerning the following issue:

--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/22/11
Date

Signature
202-337-5700
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature

Printed Name

Title